

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A method of facilitating identification of audio and/or video productions, said method comprising

- maintaining a register of unique program identification codes which identify corresponding audio/video productions,
- assigning a new unique program identification code on request from a producer of a new audio/video production,
- up-dating the register with said new unique program identification code in association with said new audio/video production,
- acquiring items of audio/video material for use in forming said new audio/video production,
- identifying the copyright owner of said new audio/video production,
- storing an identifier of the copyright owner of said new audio/video production in said register in association with said unique program identification code,
- generating during acquisition of said audio/video material items a unique identifying code for each of said audio/video material items, ~~and~~
- populating said register with said unique identifying codes in association with said unique program identification code,
- identifying the copyright owner of each of said items of audio/video material used to form said new audio/video production, and
- populating said register with an identifier of said copyright owner of each of said audio/video material items in association with the corresponding one of said unique identifying codes.

Claim 2 (Currently Amended): A method as claimed in Claim 1, comprising editing said audio/video material items by selectively combining said items of said audio/video material to form said new audio/video production, and up-dating said unique ~~identification~~ identifying codes in association with said unique program identification code corresponding to said selective combination.

Claims 3-4 (Canceled).

Claim 5 (Original): A method as claimed in Claim 1, comprising the steps of selling the new unique program identification code to the producer.

Claim 6 (Currently Amended): An asset management system for facilitating identification of audio and/or video productions, said asset management system comprising a database for storing data representative of a register of unique program identification codes which identify corresponding audio/video productions, an asset management processor coupled to said database which is arranged in operation to assign a new unique program identification code on request from a producer of a new audio/video production, and to up-date the register with said new unique program identification code in association with said new audio/video production, and an audio/video generation apparatus for acquiring items of audio/video material for use in forming said new audio/video production, said audio/video generation apparatus being arranged in operation to generate a unique identifying code for each of said audio/video material items, wherein said asset management processor is arranged in operation to receive said unique identification codes and to store said codes in said database in association with

said unique program identification code wherein said asset management processor is arranged in operation,

to receive rights data representative of ownership rights of said new audio/video production and/or said audio/video material items, and

to store said rights data in association with the corresponding unique program identification code and/or said unique identifying code in said database, the rights data identifying a copyright owner of the new audio/video production and copyright owner of each of the audio/video material items used in the new audio/video production.

Claim 7 (Canceled).

Claim 8 (Currently Amended): An asset management system as claimed in Claim 6, wherein said asset management processor is arranged in operation,

to receive royalty data representative of an agreed royalty for use of said audio/video productions and/or said new audio/video material items, and

to store said royalty data in said database, and consequent upon a request for use of at least one of said new audio/video productions and/or said audio/video material items, said asset management processor is arranged in operation to calculate the cost of using said productions and/or material items.

Claim 9 (Currently Amended): An asset management system as claimed in Claim 6, wherein said asset management processor is arranged in operation,

to receive analysis data representative of a respective proportion of consumers which have consumed said new audio/video productions and/or said audio/video material items, and

to store said analysis data in association with the corresponding unique program identification code and/or said unique identifying code in said data base.

Claim 10 (Original): An asset management system as claimed in Claim 9, wherein said asset management processor is arranged in operation to calculate said royalty payments in dependence upon said royalty data in combination with said analysis data.

Claim 11 (Currently Amended): An asset management system as claimed in Claim 6, wherein said unique program identification code is a UPID ~~or the like~~.

Claim 12 (Currently Amended): An asset management system as claimed in Claim 6, wherein said unique ~~identification~~ identifying code is a UMID ~~or the like~~.

Claim 13 (Currently Amended): A method of facilitating identification of audio and/or video productions as claimed in Claim 1, wherein said unique program identification code is a UPID ~~or the like~~.

Claim 14 (Currently Amended): A method of facilitating identification as claimed in Claim 1, wherein said unique ~~identification~~ identifying code is a UMID ~~or the like~~.

Claim 15 (Canceled).

Claim 16 (Currently Amended): A computer program product with a readable medium, having recorded thereon computer executable instructions, which when loaded on to

a data processor causes the processor to operate in accordance with [[the]] a method
~~according to Claim 1~~ including,

maintaining a register of unique program identification codes which identify
corresponding audio/video productions,

assigning a new unique program identification code on request from a producer of a
new audio/video production,

up-dating the register with said new unique program identification code in association
with said new audio/video production,

acquiring items of audio/video material for use in forming said new audio/video
production,

identifying the copyright owner of said new audio/video production,

storing an identifier of the copyright owner of said new audio/video production in said
register in association with said unique program identification code,

generating during acquisition of said audio/video material items a unique identifying
code for each of said audio/video material items,

populating said register with said unique identifying codes in association with said
unique program identification code,

identifying the copyright owner of each of said items of audio/video material used to
form said new audio/video production, and

populating said register with an identifier of said copyright owner of each of said
audio/video material items in association with the corresponding one of said unique
identifying codes.

Claims 17-18 (Canceled).